



Training Proposal for:
EdgeCast Networks, Inc.
Agreement Number: ET12-0239

Panel Meeting of: **December 16, 2011**

ETP Regional Office: **North Hollywood**

Analyst: J. Romero

PROJECT PROFILE

Contract
Type: Priority/Retrainee

Industry
Sector(s): Technology/Other

Counties
Served: Los Angeles

Repeat
Contractor: ☐ Yes ☒ No

Union(s): ☐ Yes ☒ No

Priority
Industry: ☒ Yes ☐ No

No. of Employees in CA: 151

No. of Employees Worldwide: 161

Turnover Rate %	Manager/ Supervisor %
10%	7%

FUNDING DETAIL

Program Costs	Substantial Contribution	Total ETP Funding
\$103,284	\$0	\$103,284

In-Kind Contribution
\$263,030

TRAINING PLAN TABLE

Job No.	Job Description (by Contract Type)	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Priority/Retrainee	Business Skills, Computer Skills, Continuous Improvement	151	24 - 200	0	\$684	\$15.37
				Weighted Avg: 38			

Minimum Wage by County: \$15.37 per hour for Los Angeles County.

Health Benefits: ☒ Yes ☐ No This is employer share of cost for healthcare premiums – medical, dental, vision.

Used to meet the Post-Retention Wage?: ☐ Yes ☒ No

Although employer provides health benefits, they are not being used to meet Post-Retention Wage.

Wage Range by Occupation	
Occupation Title	Wage Range
Engineer	
Operations Staff	
Sales Staff	
Technicians	
Supervisor/Manager	

INTRODUCTION

In this proposal, EdgeCast Networks, Inc. (EdgeCast) seeks funding for retraining as outlined below:

EdgeCast is a network company based in Santa Monica engaged in developing and providing services for delivering digital media to large audiences over the Internet. It has been growing into one of the most reliable content delivery network (CDN) provider since its inception in 2006. The company serves media companies, television and movie studios, advertising networks, Web video and content providers, and game and software companies.

Currently, EdgeCast's solutions include video delivery, content delivery, music delivery network, game and software delivery, live delivery, wholesale CDN, and CDN services, as well as Internet information services. It also offers a Cloud storage solution that enables customers to store, retrieve, secure, and serve data on a no-commitment pay-as-you-go basis; and Download Manager, a client-installable file distribution product. The company is eligible for standard retraining and priority industry reimbursement as a company engaged with an industry identified by the Panel to be facing out-of-state competition. (Title 22, California Code of Regulations, Section 4416(i).)

The rapid surge in Broadband delivery to home, office, and mobile devices has created a huge increase in "content" supply and demand. EdgeCast has found a way of working with telephone

companies and Broadband providers to license its proprietary CDN technology to be used by their respective customers. As such, EdgeCast has upgraded its systems software and processes, anticipated an increase in workforce, and have decided to focus on training its employees in order to provide an optimal response to this growing market.

PROJECT DETAILS

EdgeCast will provide the following training to 151 retrainees:

As EdgeCast develops new capabilities for CDN technology, it is committed to purchase, install and maintain new software and systems, namely, ERP System, Service Now System, and Internet Protocol version 6 (IPv6).

Business Skills will be provided to Sales and Operations Staff, Supervisors and Managers. The Service Now System will allow EdgeCast to track time, incident and trouble tickets for internal and external users, and will be widely used throughout the company.

Computer Skills will be provided to all occupations and it will focus on the ERP System which will enhance EdgeCast's employees' ability to manage and distribute information to the responsible parties throughout the organization in order to manage the growth of the company and the infrastructure. Trainees will also receive training on IPv6 which is the latest version of internet protocol technology.

Continuous Improvement training will be provided to all trainees and will teach them to apply a team-oriented approach to solving problems and improving service quality. This training will allow EdgeCast to implement process improvements and equip workers with the skills necessary to improve productivity.

Commitment to Training

EdgeCast represents that ETP funds will not displace the existing financial commitment to training and anticipates that the opportunity for enhanced training made possible by ETP funds will encourage an ongoing financial commitment in this area.

EdgeCast represents that safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal.

DEVELOPMENT SERVICES

EdgeCast retained Training Funding Source (TFS) in Seal Beach to assist with development of this proposal for a flat fee of \$5,000.

ADMINISTRATIVE SERVICES

TFS will also perform administrative services in connection with this proposal for a fee not to exceed 13% of payment earned.

TRAINING VENDORS

To Be Determined

Exhibit B: Menu Curriculum**Class/Lab Hours**

24 - 200

Trainees may receive any of the following:

Business Skills

- Change Management
- Customer Service
- Service Features
- Work Procedures
- Service Now System

Computer Skills

- Customer Relationship Management and Workflow Software
- Data Center Optimization
- Database and Integration Tools
- ERP System
- Internet Protocol version 6
- External Monitoring Tools
- Financial/Accounting
- Information Technology
- Internal Monitoring Tools
- Operating Systems
- Programming Language
- Shipping & Logistics
- System Administration
- Time Tracking
- Trouble Ticketing
- Web Applications

Continuous Improvement

- Problem Solving – Root Cause Analysis
- Process Improvement
- Work Procedures

Note: Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of the method of delivery.